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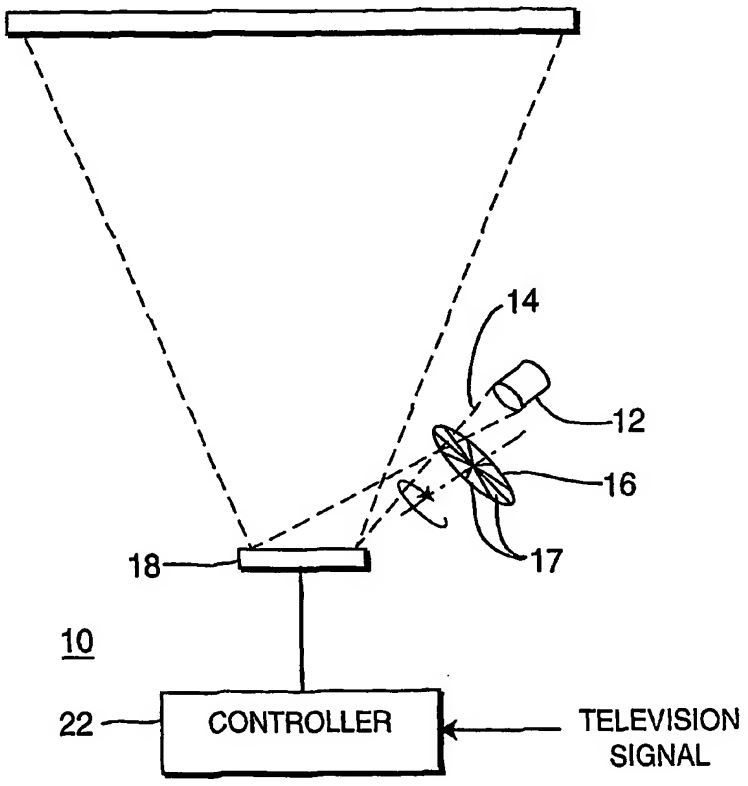
(54) Title: SEQUENTIAL DISPLAY SYSTEM WITH CHANGING COLOR ORDER



(57) Abstract: To sequentially display pictures in a television signal, a first picture is separated into sets of red, green and blue segments, with each segment of each color interleaved with the segments of the other colors in a first sequence for display in that sequence. Each successive picture is likewise separated into sets of red green and blue segments, with each segment of each color interleaved with the segments of the other colors in a shifted sequence for display in that sequence. Shifting the color sequence of the segments of each successive picture among the primary colors so at least the first and last segment of each successive picture has a different color than the first and last segments, respectively, of the preceding picture serves to reduce the occurrence of motion artifacts that manifest themselves as a color distortion at the leading and trailing edges of a moving object followed by a viewer's eye.

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